

Wal-Mart Company Research Plan and Literature

Posted on October 24, 2019

Introduction

Wal-Mart Company engages in wholesale and retail operations, which take place in different formats worldwide. The company operations have three segments: International, Sam's Club, and United States Wal-Mart (Barney & Ray, 2015). It has developed unique rules, policies, procedures, and principles that help improve customers' services. Excellent experience with customers and improved services to them will be achieved through providing to all department managers and store assistant managers. The training will focus on how the managers can be customer-oriented and enhance the customer experience (Gattorna, 2017). The company is attempting to improve and raise the level of service provided to the customer.

Statement Of The Problem

The volume of sales at Walmart has reduced drastically, and customers are complaining about the services the company provides. It has become hard for customers to find the products or services they want in the company (Weill & Woerner, 2015). Some of the shelves are empty, and the number of workers is lower than that of regular employees. The customer service is inferior due to lousy selection and long check-out lines. Therefore, the company needs to improve the services provided to the customers and create an experience that is good for the customers.

Research Questions

1. What are some of the factors that affect customer service at Wal-Mart?
2. In which ways can Wal-Mart Company improve the services provided to the customer?
3. How can the company develop a good experience with its customers?
4. What are some of the employees' benefits, appreciation programs, and policies?

Literature Review

Wall -Mart is one of the leading supermarket stores in the United States and worldwide. However, over the years complaints have been registered against how customer services respond to issues. Research has established that Wall-Mart takes issues related to customers' service very serious and

provides necessary support to customers to make sure that all its customers are satisfied (Stapp, 2014). Though there have been incidences which have made some people to build perception against Wall-Mart customer care service. The Wall-Mart stores have improved their customer service delivery to make sure that every customer is satisfied. It has been noted that Wall-Mart does not only conduct customers' service assessment to find out the gap but also to improve customer care delivery to its clients (Wei & Wei, 2012).

It is believed that consumers perceptions are affected by incidents happened earlier and it does not really matter how old is the incidents. Stapp (2014) argued that the perception of bad customer care at Wall-Mart is caused by previous incidents but not the actually the current truth. According to Stapp (2014), Wall-Mart is one of the supermarkets in India and other countries which provide the best services to its customers. A survey conducted by consumer Insight based on satisfaction discovered that 45% of Wal-Mart customers are satisfied while 55% are not (Seetharaman, John, Saravanan, & Bajaj, 2013).

Research established that Wal-Mart has placed a customer care desk where issues can be addressed within the mall and established feedback platform and survey. These help the company to establish the perception of customers and trying to solve them as well. A study has also shown that over the last two years the customer care service has really improved to address the negative perception against the company (Hayden, Lee, McMahon, & Pereira, 2012). The Wall-Mart has employed several customer service people and established a customer's service center as well. It is therefore, important for Wall-Mart to address the attitude of customers which has build perception among some of its customers in the market.

Research Method

The research will use questionnaires to gather information on the opinions and attitude of the customers towards the services which are provided by Wal-Mart Company. Data will also be collected through interview. Employees will be interviewed on the benefits, protection policy and appreciation programs which the company had put in place to motivate and encourage the employees. An interview will also be used to find out the issues which are facing the service of the customer provided by the company. Observation method will be employed in understanding how the stores run, customer services, the condition of the stores and general outcomes experience. The quantitative data will be collected, and both independent and dependent variables will be used.

Participants

The study shall be conducted from among the shoppers, employees and even top managers of Wall-Mart shall be involved. The participants are expected to be 340 drawn from employees, customers and to managers. However, to get good representation which can reflect the view of the customers,

the participants of study shall be aged between 18 years to 55years. The selection of the participants shall be based on age, family background, and level of education, gender and marital status as well. The participants shall be recruited by signing a form at the entry of point of Wall-Mart store and where customers shall be requested to fill in forms and answer the questionnaires and discussion shall be held.

Data Analysis

The data from the study will be analysis using various tools such as SPSS and Microsoft excel to makes sure that accurate result is obtained.

Result

The result of the research shall be written based on the data an analyzed. It shall be represented using graphs and tables so that a clear and self explanatory result is established. It shall be based on the perception of customers and how it influence the attitude and effect it has no the Wall-Mart performance. The statistic techniques shall be also be used to represent the data in way which is understandable.

Recommendation And Conclusion

The recommendation shall be provided based on the gap discovered during the study, especially from the result obtained. The conclusion of the study will be drawn from the result of the study and the literature review conducted.

References

- Barney, J., & Ray, G. A. U. T. A. M. (2015). How information technology resources can provide a competitive advantage in customer service. *Planning for Information Systems*, 3(2), 444-460.
- Gattorna, J. (2017). Strategic supply chain management Creating shareholder value by aligning supply chain strategy with business strategy. In *Strategic Supply Chain Alignment* (pp. 32-52). Routledge.
- Hayden, P., Lee, S., McMahon, K., & Pereira, M. (2012). Wal-Mart: Staying on Top of the Fortune 500. *A Case Study on Wal-Mart Stores Inc.*, 2-35.
- Seetharaman, A., John, R. R., Saravanan, A. S., & Bajaj, S. (2013). A consumer's perception of Wal-Mart in India. *134 / Part B. Social Sciences And Humanities International Journal Of Academic Research*, 5-45.

Stapp, J. (2014). The Walmart Effect: Labor Market Impacts In Rural And Urban Counties. *Ss-AAEA Journal of Agricultural Economics*, 5-45.

Wei, Z., & Wei, R. (2012). Performance assessment of customer service. *Journal of System and Management Sciences*, 2-34.

Weill, P., & Woerner, S. L. (2015). Thriving in an increasingly digital ecosystem. *MIT Sloan Management Review*, 56(4), 27.